

FOREIGN BROADCAST INFORMATION SERVICE
2430 E St., N. W.
Washington 25, D. C.

MEMORANDUM

6 October 1948

To : Bureau Chiefs
From : Chief, F.B.I.B.
Subject: Program Information

1. It is desired that the usefulness of "Program Schedules of Foreign Broadcasters" for purposes of editorial selection and coverage control be increased by the inclusion, when possible, of descriptive data concerning the content of individual programs. It is requested that each Bureau report such information as is available but not now listed in "Program Schedules" with respect to the programs of its current coverage schedule.

2. Among the types of information which are desired are the following:

- a. Name of program, if any.
- b. Control, if other than listed in Broadcast Information publications.
- c. Commercial sponsorship, if sponsor appears to influence broadcast material.
- d. News agencies or other sources regularly credited.
- e. Names of regular commentators, with weekly schedule, if established.
- f. Schedule of press reviews, if not listed in "Program Schedules".
- g. Proportion of local to international news; proportion of news to commentary.
- h. Any other significant characteristics.

3. Initial data may be submitted in installments, as convenient. It is of importance, however, that data once submitted be kept current by immediate report of all observed changes.

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L. K. WHITE

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